



WEWS

ORDER

Print Date 10/22/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **315403 /**

Original Date / Revision
10/19/12 10/22/12

Advertiser **Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

House Majority PAC 10.23-10.29

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2171**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 162900

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	41	\$90,270.00	\$106,200.00	0.00	10/01/12	10/28/12	41	\$90,270.00	\$106,200.00
November 2012	12	\$48,195.00	\$56,700.00	0.00	10/29/12	10/29/12	12	\$48,195.00	\$56,700.00
Totals	53	\$138,465.00	\$162,900.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/23/12	10/29/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF--	3		\$1,500.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$1,500.00		0.00						
N 2	WEWS	10/23/12	10/29/12		CM	7-9a	MTWTF--	:30	5	\$1,800.00	P-1	0.00	NM	5	\$9,000.00



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Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Majority PAC**

Product **House Majority PAC 10.23-1** Estimate # **2171**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMA 7-9a											
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					4	\$1,800.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$1,800.00		0.00			
N 3	WEWS	10/23/12	10/29/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					4	\$1,400.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$1,400.00		0.00			
N 4	WEWS	10/23/12	10/29/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
				12-1230p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					2	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
N 5	WEWS	10/23/12	10/29/12	M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					2	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 6	WEWS	10/23/12	10/29/12	M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
				M-F 3-4p Katie											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					3	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
N 7	WEWS	10/23/12	10/29/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
				M-F 4-5p Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					2	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 8	WEWS	10/23/12	10/29/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					3	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$2,500.00		0.00			
N 9	WEWS	10/23/12	10/29/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$3,500.00	P-1	0.00	NM	4	\$14,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					3	\$3,500.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$3,500.00		0.00			
N 10	WEWS	10/23/12	10/29/12	M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	2	\$4,000.00	P-1	0.00	NM	3	\$12,000.00
				M-Su 630-7p WNT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					2	\$4,000.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$4,000.00		0.00			
N 11	WEWS	10/23/12	10/29/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					3	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$2,500.00		0.00			
N 12	WEWS	10/23/12	10/29/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Advertiser **Majority PAC**

Product **House Majority PAC 10.23-1** Estimate # **2171**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	10/23/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					3	\$3,000.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$3,000.00		0.00			
N 13	WEWS	10/23/12	10/29/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$30,000.00	P-1	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$30,000.00		0.00			
N 14	WEWS	10/23/12	10/29/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--					2	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$2,500.00		0.00			
N 15	WEWS	10/23/12	10/29/12	Tuesday Prime B Tuesday Prime B	CM	9-10p	-T-----	:30	1	\$12,000.00	P-1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$12,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 16	WEWS	10/23/12	10/29/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 17	WEWS	10/23/12	10/29/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$2,800.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 18	WEWS	10/23/12	10/29/12	M-SU 11-1135P Late Nev M-SU 11-1135P Late Nev	CM	11-1135p	MTWTF-S	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF-S					2	\$4,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
													Totals	53	\$162,900.00